## WHAT IS CLAIMED IS:

1. A field-programmable thermostat, comprising:

a user display screen;

a user function selection means for inputting a user selection associated with a function indicated on the user display screen;

a user scrolling means for allowing a user to scroll among available items and parameters; and

wherein the thermostat displays a service reminder message on the user display at the expiration of a reminder interval, the service reminder message including a name of a service organization and a contact telephone number.

- 2. The thermostat of claim 1, wherein the reminder interval is user settable via the user scrolling means to one of a run time and a calendar time.
- 3. The thermostat of claim 2, wherein a period of the reminder interval is user settable via the user scrolling means.
- 4. The thermostat of claim 3, wherein the period of the reminder interval is individually user settable for each of the heating and cooling systems of an HVAC system.
- 5. The thermostat of claim 1, wherein the name of the service organization and the contact telephone number are programmable by a service person during servicing and installation of the thermostat via the user function selection means and the user scrolling means.
- 6. The thermostat of claim 5, wherein the name of the service organization and the contact telephone number are editable by a service person during servicing and installation of the thermostat via the user function selection means and the user scrolling means.
- 7. The thermostat of claim 1, wherein the user function selection means comprises a pair of soft keys located in proximity to the user display screen.

- 8. The thermostat of claim 1, wherein the user scrolling means comprises a pair of selection keys.
- 9. The thermostat of claim 1, further comprising a visual indicator that is activated when the reminder message is displayed on the user display.
- 10. The thermostat of claim 9, wherein the visual indication comprises illumination of a back lighting of the user display.
- 11. The thermostat of claim 10, wherein the back lighting of the user display is cycled at a given rate.
- 12. The thermostat of claim 10, wherein the back lighting of the user display is terminated after a period of time.
- 13. The thermostat of claim 1, further comprising an audible indicator that is activated when the reminder message is displayed on the user display.
- 14. The thermostat of claim 1, wherein a delay function is provided on the user display when the service reminder message is displayed, the service reminder message being delayed for a predetermined period upon user selection of the delay function via the user function selection means.
- 15. The thermostat of claim 1, wherein a reset function is provided on the user display when the service reminder message is displayed, the service reminder message being reset for the reminder interval upon user selection of the reset function via the user function selection means.
- 16. A thermostat, comprising a user display, and a field-programmed service reminder screen, the field-programmed service reminder screen including information identifying a name of a service organization and a contact telephone number associated therewith.
- 17. The thermostat of claim 16, further comprising means for entering the information identifying the name of the service organization and the contact telephone number associated therewith during installation and servicing of the thermostat.

- 18. The thermostat of claim 16, further comprising an installer settings screen from which a service person can set a reminder period to one of calendar time and run time.
- 19. The thermostat of claim 18, wherein the name of the service organization and the contact telephone number associated therewith is editable via the means for entering the information from the installer settings screen.
  - 20. A digital thermostat, comprising:

a user display screen;

a pair of soft keys located in proximity to the display screen, the function of the soft keys being indicated on the user display screen in proximity thereto;

a pair of selection keys for scrolling through available items on the user display screen; and

a service reminder screen displayed on the user display screen upon the expiration of a field-programmed time interval of one of calendar time and run time, the service reminder screen including field-programmed contact information including a name of a service organization.